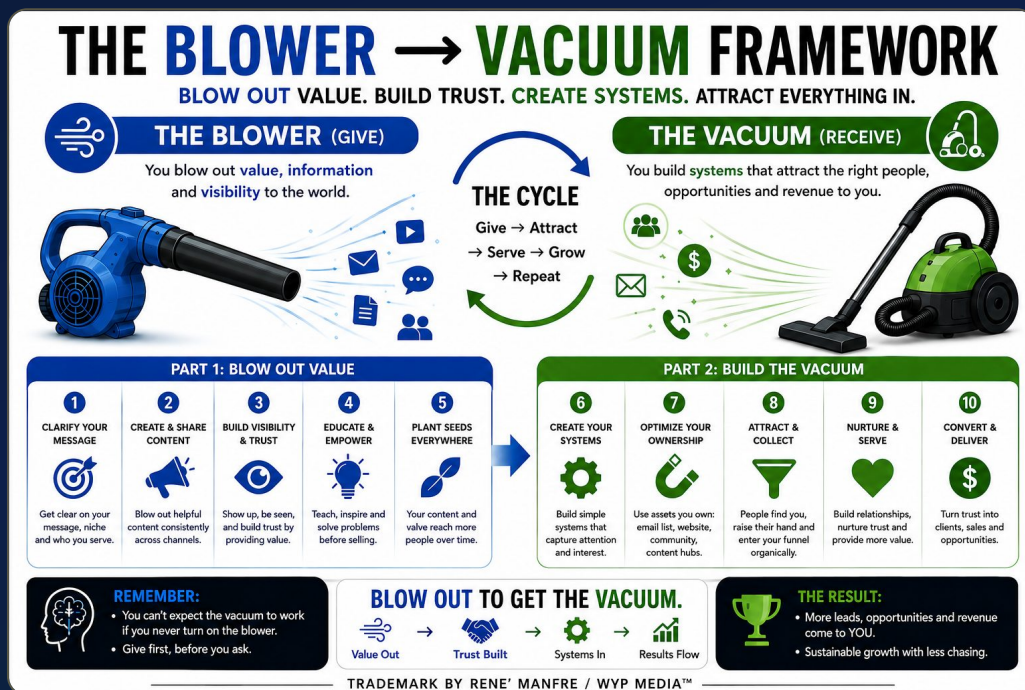


WHAT'S YOUR PASSION? PRESENTS

BLOWER → VACUUM™

THE WYP ATTRACTION FRAMEWORK™

Stop Chasing. Start Attracting. Give First — Then the World Pours Back.



PRESENTED BY WYP — WYP MEDIA™

Created by Rene' Manfre

WORKBOOK · VERSION 1.0

Workbook Overview

Most people are exhausted in their business. They chase leads, cold-call strangers, post content that goes nowhere, and wonder why the hustle never seems to pay off the way they imagined. They are working harder than ever — and still feel invisible.

This workbook is for the entrepreneur, coach, trainer, creative, tradesperson, or business owner who is tired of chasing and ready to start **attracting**. It is built on a single philosophy that, once you understand it, you can never unsee: **you cannot expect the vacuum to work if you never turn on the blower.**

This is not a book you read once. It is a system you **work**. By the end you will have mapped your own value engine, designed the systems that capture the attention you earn, and built a repeatable cycle that turns generosity into opportunity flow.

BY THE END OF THIS WORKBOOK, YOU WILL

- Understand why most business strategies fail — and how to flip them
- Master the five Blower steps that build value, visibility, and trust
- Build the five Vacuum systems that capture and convert attention
- Internalize the Master Equation that turns giving into opportunity flow
- Create a life and business centered on purpose, generosity, and impact

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PART I

THE AWAKENING

Before you can attract anything, you have to understand
why chasing never works.

Chapter 1 — The Problem With Most Business Strategies

Here is the painful truth: most people try to run the vacuum before they ever turn on the blower. They want the leads, the clients, the revenue, the opportunities — the *vacuum* — without first doing the work of blowing out value, building trust, and creating visibility. They want to receive before they give. They want to attract before they have given anyone a reason to be attracted.

And so they chase. They pitch. They beg the algorithm. They send cold DMs. They wonder why people are not responding. **The vacuum does not work if the blower was never turned on.**

Chapter 2 — What Is the Blower → Vacuum Framework™?

The framework is built on a single, powerful truth:

You cannot expect the vacuum to work if you never turn on the blower. Give first, before you ask.

— The Core Principle

Think of a leaf blower. When you turn it on, it pushes air, energy, and movement outward — it blows things into motion. In business, **The Blower** represents everything you push out into the world: your value, your knowledge, your visibility, your content, your generosity.

Now think of a vacuum. When you turn it on, it pulls everything toward it — it attracts. In business, **The Vacuum** represents the systems you build that pull the right people, opportunities, and revenue back to you. The order matters. **The blower always comes first.**

Chapter 3 — The Growth Cycle

Once you understand the two forces, the rhythm of a thriving business becomes simple and repeatable:

Give → **Attract** → **Serve** → **Grow** → **Repeat**. Give first turns on the blower. Attract turns on the vacuum.

Serve and Grow compound the trust you have built. And then you repeat — each cycle larger than the last.



THE GROWTH CYCLE — the blue Blower phase (give) feeds the green Vacuum phase (attract), and the cycle repeats.

WORKBOOK EXERCISE — THE AWAKENING

1. Where in your business are you currently chasing instead of attracting? Name the top three activities.

2. What value could you "blow out" this week that would genuinely help your audience — before asking for anything?

3. What is the cost of staying invisible for another full year?

PHASE 1

THE BLOWER

Five steps to blow out value, visibility, and trust — before you ever ask.

The first phase of the framework is about becoming a consistent, visible, trusted source of value in your space. Not a salesperson. Not a promoter. A **teacher**. A **giver**. A **resource**.

STEP 1 Clarify Your Message

Before you can blow out anything of value, you have to know exactly who you serve, what problem you solve, and why you are the right person to solve it. Clarity is the foundation of everything. A blurry message produces blurry results. Get crystal clear on your niche, your audience, and your unique value proposition — then speak to that person specifically, consistently, and confidently.

STEP 2 Create and Share Content

Content is the fuel of the blower. Every video, article, post, podcast episode, and email you produce is a seed planted in the marketplace. You are not creating content to go viral — you are creating content to be *useful*: to answer questions, solve problems, and demonstrate your expertise before anyone ever pays you a dollar. The people who are most generous with their knowledge build the deepest trust.

STEP 3 Build Visibility and Trust

Showing up once is not enough. The blower only works when it runs consistently. Show up — on your platforms, in your community, at events, on podcasts, in conversations — with regularity and integrity. Trust is not built in a moment; it is built in the accumulation of moments. Every time you deliver value without asking for anything in return, you deposit into the trust account of your audience.

STEP 4 Educate and Empower

The most powerful thing you can do for your audience is not to sell them something — it is to *teach* them something. Teach before you sell. Inspire before you pitch. Solve a real problem, answer a real question, remove a real obstacle. When people feel genuinely helped by you, they do not just become customers — they become advocates.

STEP 5 Plant Seeds Everywhere

Your content and value should reach more people over time, not fewer. Every platform, every conversation, every piece of content is a seed. Some sprout in days, some in months, some in years — but every seed works for you even when you are not actively working. The people who plant the most seeds consistently are the ones who eventually have the most to harvest.

CORE PRINCIPLE

Teach before you sell. Inspire before you pitch. Give before you ask. The blower always runs first — and it never stops running.

PHASE 2

THE VACUUM

Five systems that capture, nurture, and convert the attention you have earned.

Once you have been consistently blowing out value, trust, and visibility, something remarkable begins to happen. People start coming to *you*. Opportunities start finding *you*. The vacuum turns on — but only if you have built it.

STEP 6 Create Your Systems

Build the simple, repeatable systems that capture attention and interest: a clear landing page, an email list, a lead magnet, a booking system — the infrastructure that lets people who are ready to take the next step actually do so. Without systems, attention evaporates. With systems, attention compounds.

STEP 7 Optimize Your Ownership

The assets you *own* — your email list, your website, your community, your content hub — are your most valuable business assets. Social platforms can change their algorithms overnight. But your email list is yours. Your community is yours. Invest in building the assets you actually own, because those will serve you for years.

STEP 8 Attract and Collect

When your blower work is consistent and your systems are in place, people find you organically. They raise their hand, enter your funnel, and ask how they can work with you. Your job is to make it easy for them to take the next step — and to capture their information so you can continue to serve them.

STEP 9 Nurture and Serve

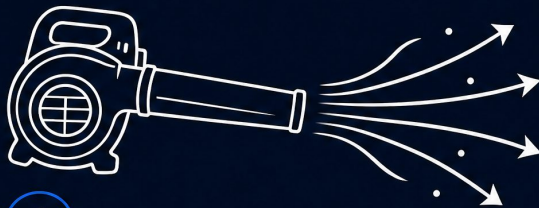
Not everyone who enters your world is ready to buy today — and that is okay. Continue serving them through emails, content, community, and conversation until they are ready. The businesses that win long-term play the long game. Nurture the relationship. Provide ongoing value. Be the person they think of first when they finally move.

STEP 10 Convert and Deliver

When someone is ready, make it easy to say yes. Have a clear offer and a clear process — then deliver with excellence. The conversion is not the end of the relationship; it is the beginning of the next cycle. A client served well becomes a referral source, then a community member, then an advocate. And the blower keeps blowing.

THE TWO PHASES

PHASE 1 - THE BLOWER - GIVE FIRST



- 1 Clarify Your Message
- 2 Create & Share Content
- 3 Build Visibility & Trust
- 4 Educate & Empower
- 5 Plant Seeds Everywhere

PHASE 2 - THE VACUUM - BUILD SYSTEMS THAT ATTRACT



- 6 Create Your Systems
- 7 Optimize Your Ownership
- 8 Attract & Collect
- 9 Nurture & Serve
- 10 Convert & Deliver

THE TWO PHASES — the five Blower steps (give) flow directly into the five Vacuum steps (attract).

PART IV

THE MASTER EQUATION

Years of teaching this framework distilled into a single line.

After years of teaching this framework to entrepreneurs, coaches, trainers, and business owners across industries, it distills into one equation:

$$\text{VALUE} + \text{VISIBILITY} + \text{TRUST} + \text{SYSTEMS} = \text{OPPORTUNITY FLOW}$$

When you blow out enough **value**, build enough **visibility**, earn enough **trust**, and construct the right **systems** — opportunities stop being something you chase and start being something you attract. That is the shift. That is the transformation.

REMEMBER

You do not have to be the loudest in the room. You have to be the most generous, the most consistent, and the most trusted. Generosity, repeated over time and captured by systems, becomes a vacuum nothing can stop.

WORKBOOK EXERCISE — AUDIT YOUR EQUATION

Score yourself 1–10 on each lever of the Master Equation, then circle your weakest one — that is where to focus next.

Lever	What it measures	Your score (1–10)
Value	How useful is what you blow out?	
Visibility	How consistently do you show up?	
Trust	Do people believe and recommend you?	
Systems	Can attention actually convert?	

PART V

LIVING THE PHILOSOPHY

Why give-first is at the heart of everything we build at WYP.

Chapter 4 — The Operating Philosophy Behind WYP

At **What's Your Passion (WYP)**, this is not just a framework we teach — it is the operating philosophy behind everything we build. Every trainer in our Train the Trainers program is learning to be a better blower. Every host in the WYP Podcast Network blows out content, stories, and expertise week after week. Every business in the WYP Business Spotlight is elevated and amplified, because when good businesses get more visibility, the communities they serve win.

The WYP platform is, at its core, a **blower**. We exist to push out value, knowledge, visibility, and opportunity to every person who comes into contact with our community — so that together, we can all build the vacuums that attract the lives and businesses we were made for.

Chapter 5 — The Question That Started Everything

Years ago, someone asked a question that would not let go: *"What's your passion?"* Not what do you do. Not what do you sell. But what *drives* you? What would you do even if no one paid you? What problem in the world makes you angry enough — and hopeful enough — to dedicate your life to solving it?

The Blower → Vacuum Framework is not just a business strategy. It is a way of living — a commitment to giving before receiving, serving before selling, and building before asking. When you pour yourself into adding value to the world, the world has a way of pouring back.

— Rene' Manfre, Founder of WYP

Bonus — Your 30-Day Blower Sprint

Knowledge without action is just noise. For the next 30 days, commit to turning on the blower — before you worry about the vacuum at all.

- ☐ **Days 1–7 — Clarify:** Write one sentence: "I help [who] achieve [what] so they can [why]."
- ☐ **Days 8–14 — Create:** Publish value 5 days this week — a post, video, or email. No pitching.
- ☐ **Days 15–21 — Connect:** Have 10 genuine conversations; give help in each, ask for nothing.
- ☐ **Days 22–30 — Capture:** Stand up one simple system (a sign-up form or booking link) so the attention you earn has somewhere to land.

Start Here

If this resonated with you, here is what to do next:

First, study this framework and share it with someone who needs it. **Second**, take the free WYP Passion Assessment — a 10-minute tool that helps you identify your direction, your strengths, and the unique value you are built to blow out into the world. **Third**, explore the WYP platform and find your community. Whether you are a coach, a business owner, a creative, a tradesperson, or someone who simply knows there is more — there is a place for you here.

Most people spend their lives chasing.

The ones who break through learn to give first — and let the world come to them.

This workbook is the roadmap. The blower is already inside you.

It is time to turn it on.

Stop Chasing. Start Attracting. Give First.

Presented by WYP (What's Your Passion?) · WYP Media™ · Created by Rene' Manfre